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(Only for new nonprovisional applications under 37 CFR 1.53(b))

(maximum 12 characters)

Title: SYSTEM AND METHOD FOR INTERACTIVE ADVERTISING

Express Mail Label No. EL431688475US

ADDRESS TO: Assistant Commissioner for Patents
Box Patent Application
Washington, D. C. 20231

See MPEP chapter 600 concerning utility patent application contents.

1. _____ **Fee Transmittal Form (e.g., PTO/SB/17)**
(Submit an original, and a duplicate for fee processing)
2. _____ **Applicant Claims Small Entity Status. (37 CFR 1.27)**
3. x **Specification (Total Pages 38)**
(preferred arrangement set forth below)
- Descriptive Title of the Invention
 - Cross Reference to Related Applications
 - Statement Regarding Fed sponsored R & D
 - Reference sequence listing, a table,
or a computer program listing appendix
 - Background of the Invention
 - Brief Summary of the Invention
 - Brief Description of the Drawings (if filed)
 - Detailed Description
 - Claim(s)
 - Abstract of the Disclosure
4. X **Drawings(s) (35 USC 113) (Total Sheets 6)**
5. X **Oath or Declaration (Total Pages 5)**
- a. _____ Newly Executed (Original or Copy)
 - b. _____ Copy from a Prior Application (37 CFR 1.63(d))
(for Continuation/Divisional with Box 17 completed)
 - i. _____ DELETIONS OF INVENTOR(S) Signed statement attached deleting
inventor(s) named in the prior application, see 37 CFR 1.63(d)(2)
and 1.33(b).
 - c. x Unsigned.
6. _____ **Application Data Sheet. (37 CFR 1.76)**
7. _____ CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)
8. _____ Nucleotide and/or Amino Acid Sequence Submission
(if applicable, all necessary)
- a. _____ Computer Readable Form (CRF)
 - b. _____ Specification Sequence Listing on:
 - i. _____ CD-ROM or CD-R (2 copies), or
 - ii. _____ paper
 - c. _____ Statement verifying identity of above copies

ACCOMPANYING APPLICATION PARTS

9. _____ **Assignment Papers (cover sheet & documents(s))**
10. _____ a. Separate 37 CFR 3.73(b) Statement (where there is an assignee)
- _____ b. Power of Attorney
11. _____ English Translation Document (if applicable)
12. _____ a. Information Disclosure Statement (IDS)/PTO-1449
- _____ b. Copies of IDS Citations
13. _____ **Preliminary Amendment**
14. X **Return Receipt Postcard (MPEP 503) (Should be specifically itemized)**
15. _____ Certified Copy of Priority Document(s) (if foreign priority is claimed)
16. X **Request and Certification under 35 U.S.C. 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35 or its equivalent.**
17. X Other: separate title page with express mail certificate, copy of postcard and attorney's signature

18A. If a CONTINUING APPLICATION, check appropriate box and supply the requisite information:

_____ Continuation _____ Divisional _____ Continuation-in-part (CIP)
Of Prior Application No.: _____ Examiner _____ Group Art Unit _____

(which is a _____ continuation/ _____ divisional/ _____ CIP of prior application no. _____,
which is a _____ continuation/ _____ divisional/ _____ CIP of prior application no. _____) (List entire chain of priority)

For CONTINUATION AND DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

18B. Statement under 37 CFR 3.73(b) for continuing application:

The undersigned states that _____ (name of assignee) is
the assignee of the entire right, title, and interest in the accompanying patent application by virtue of an
assignment recorded in the Patent and Trademark Office at Reel. No. _____ Frame No. _____
(or a copy of which is attached).

19. Correspondence Address

_____ Customer Number or Bar Code Label _____
or _____ (Insert Customer No. or Attach Bar Code Label here)

 X Correspondence Address Below

NAME Dennis M. de Guzman

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Name (PRINT/TYPE): Dennis M. de Guzman Registration No.: 41,702

Signature:  Date: 12-21-00

REQUEST AND CERTIFICATION UNDER 35 U.S.C. 122(b)(2)(B)(i)


First Named Inventor Armando Paul Stettner
Title SYSTEM AND METHOD FOR INTERACTIVE ADVERTISING

Attorney Docket No. 005217.P022

I hereby certify that the invention disclosed in the attached application **has not and will not be** the subject of an application filed in another country, or under a multilateral agreement, that requires publication at eighteen months after filing. I hereby request that the attached application not be published under 35 U.S.C. 122(b).

12-21-00

Date


Signature

Dennis M. de Guzman

Typed or Printed Name

41,702

Registration No.

This request must be signed in compliance with 37 CFR 1.33(b) and submitted with the application **upon filing**.

Applicant may rescind this nonpublication request at any time. If applicant rescinds a request that an application not be published under 35 U.S.C. 122(b), the application will be scheduled for publication at eighteen months after the earliest claimed filing date for which a benefit is claimed.

If applicant subsequently files an application directed to the invention disclosed in the attached application in another country, or under a multilateral international agreement, that requires publication of applications eighteen months after filing, the applicant **must** notify the United States Patent and Trademark Office of such filing within forty-five (45) days after the date of filing of such foreign or international application. **Failure to do so will result in abandonment of this application (35 U.S.C. 122(b)(2)(B)(iii)).**

Send to: Assistant Commissioner for Patents, Washington, D.C. 20231